(ATTACHMENT)

March 6, 1995

To: All RJR FOCUS Plan 'A' Participants

Subject: Reporting Weekly Shipment Volume

We are happy to report that the majority of our customers who are participating in the current FOCUS program are submitting their weekly shipment data in a timely manner, and the data is of high quality.

There are, however, a few areas that seem to cause confusion about their reporting requirements. We would like to take this opportunity to bring those items to your attention so you can review your reporting procedures to insure that you are receiving full credit for all products being shipped.

1. Not reporting product that is provided to a Sales Rep, or reporting Sales Rep volume net of returned goods.

   All products supplied to a Sales Rep should be reported. Returned goods that cannot be resold ***should not*** *be netted against sales. From a reporting standpoint, a Sales Rep should be considered as just another retail location.*

2. Not reporting pre-booked orders.

   All product shipped to a retail customer should be reported, regardless of how the order is received.

3. Not reporting promotional shipments.

   All products shipped should be reported, both promoted and non-promoted.

4. Not reporting the total carton volume in a promotional shipper.

   The total volume (including free/gratis product) of each brand style included in a promotional shipper must be reported as an independent item, identified by the normal carton UPC code, and the promotional indicator set on.

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We would also like to take this opportunity to inform you of a new record format that will be available for use on May 1, 1995. This new record, called a **Promotion Component Record,** will give you the opportunity to report the composition of a promotional shipper, thus providing RJRT the information necessary to convert your reported sale of a promoted product into the correct brand styles and carton quantities.

The promotion component data can be appended to the shipment data that you are currently reporting each week, or included on the same media as a separate file. **If you choose to send this as a separate file, be sure to note that fact on the media external label.**

We are informing you of this new opportunity now so you can make the necessary system changes by May 1, 1995. **We will accept test files containing the new record format beginning April 10, 1995.**

Attached you will find detailed specifications of the new **Promotion Component Record,** and examples of how promoted products should be reported. The use of either **OPTION 'A'** OR ***OPTION 'B'*** reporting methods will keep you eligible for full participation in future RJR programs.

Should you have any questions about the attachment, or any other aspect of our FOCUS II program, you can call our I/R Data Services hot line at 1-800-362-8768.

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